

Message Text

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63

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 FRB-01 INR-07

NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02 OMB-01

PA-02 PRS-01 USIA-15 /066 W

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R 261602Z FEB 75

FM AMEMBASSY BONN

TO USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

INFO SECSTATE WASHDC 8264

USDOC WASHDC

AMEMBASSY BRUSSELS

UNCLAS BONN 03224

E.O. 11652: N/A

TAGS: EINV, GW

SUBJECT: INVEST IN USA PROGRAM - ASSISTANCE TO US STATE
OFFICES

REF: STATE 17186

1. REFTTEL ANNOUNCES THE ELIMINATION OF POSITION OF INDUSTRIAL DEVELOPMENT ATTACHE IN BRUSSELS AND INSTRUCTS EUROPEAN POSTS TO CONTINUE TO PROMOTE "INVEST IN USA" IN COLLABORATION WITH RESIDENT STATE OFFICES AND USDOC. WE HAVE POUCHED A COPY OF THE MESSAGE TO EACH POST.

2. IN ORDER TO ADJUST TO THIS CHANGE AND, IN THE PROCESS, IMPROVE OUR SERVICES TO THE STATE OFFICES, WE PROPOSE THE PROCEDURAL CHANGES DESCRIBED BELOW.

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3. FIRST OF ALL, WE ENDORSE EMBASSY BRUSSELS' REQUEST FOR INFO COPIES OF CERTAIN MESSAGES. BRUSSELS 1228 OF FEBRUARY 12, 1975, IS REPEATED HEREWITH:

"EMBASSY WOULD APPRECIATE RECEIVING COPIES OF REVERSE INVESTMENT OPPORTUNITIES, JOINT VENTURE PROPOSALS AND LICENSING OPPORTUNITIES TO DISSEMINATE TO US STATE OFFICES ESTABLISHED IN BELGIUM. THIS IS AN EXTENSION OF THE SERVICE NOW PROVIDED TO STATE OFFICES WITH REGARD TO TRADE OPPORTUNITIES. THE EMBASSY IS NOW RECEIVING INVESTMENT OPPORTUNITIES FROM THE OFFICE OF THE REGIONAL INDUSTRIAL DEVELOPMENT ATTACHE, WHOSE OPERATIONS WILL TERMINATE JUNE 30."

4. WITH REGARD TO REVERSE INVESTMENTS LEADS DEVELOPED HERE AT THE EMBASSY, WE WILL INSTITUTE THE PROCEDURE OF PREPARING AN INITIAL RESPONSE TO THE INQUIRING FIRM, WITH A COPY TO THE JURISDICTIONAL POST FOR FOLLOW-UP AND PREPARATION OF A REVERSE INVESTMENT OPPORTUNITY MESSAGE.

5. FOR DUESSELDORF AND FRANKFURT: WE WOULD LIKE TO SET UP A PROCEDURE SIMILAR TO THAT PROPOSED BY BRUSSELS TO SERVE THE STATE OFFICES IN DUESSELDORF, FRANKFURT, AND BONN. UNDER SUCH AN ARRANGEMENT, POSTS IN GERMANY WOULD BE REQUESTED TO INFO YOU ON ALL TRADE, REVERSE INVESTMENT, JOINT VENTURE, AND LICENSING OPPORTUNITIES. SOMEONE ON YOUR STAFF WOULD BE DESIGNATED TO MAINTAIN A REFERENCE FILE OF THESE MESSAGES FOR PERUSAL BY THE STATE OFFICES AT THEIR CONVENIENCE. IF YOU AGREE THAT THIS PROCEDURE IS FEASIBLE, WE WILL INFORM OTHER POSTS AND THE STATE OFFICES.

6. IF THE ABOVE PROCEDURES CAN BE IMPLEMENTED, ALL STATE OFFICES IN BELGIUM AND GERMANY WILL HAVE EASY ACCESS TO VIRTUALLY ALL BUSINESS PROPOSAL LEADS DEVELOPED BY FS POSTS IN GERMANY. WE CONSIDER THIS ARRANGEMENT A MAJOR IMPROVEMENT OVER THE SOMETIMES INCONSISTENT REFERRAL METHODS USED IN THE PAST AND THEREFORE ASK YOUR COOPERATION.

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7. OUTSIDE OF SOME INCREASE IN DOCUMENT HANDLING AT THE CLERICAL LEVEL, WE WOULD NOT EXPECT A SIGNIFICANT ADDITIONAL WORK LOAD AT THE POSTS TO RESULT FROM THE PROPOSED PROCEDURE. POSTS WILL CERTAINLY WANT TO CONTINUE TO USE THEIR DISCRETION IN JUDGING WHICH LEADS ARE WORTH REPORTING; WE ARE MERELY STRIVING TO ASSURE EXPEDITIOUS AND SYSTEMATIC DISTRIBUTION OF QUALITY

LEADS TO PARTIES EQUIPPED TO EXPLOIT THEM. ALL POSTS
ARE REQUESTED TO CABLE THE EMBASSY THEIR REACTION TO
THE ABOVE PROPOSALS ASAP.
HILLENBRAND

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Message Attributes

Automatic Decaptioning: X
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Draft Date: 26 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Unique ID: 00
Drafter: n/a
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Film Number: D750068-0728
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Handling Restrictions: n/a
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